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DEC 06 2011
LEGAL DEPT.

Hi,

Enclosed is a check for \$469.00, as requested payment for

(5) All market research conducted in FY 2009 and FY 2010, including the results of any surveys and focus group studies and any analyses of the measured impact.

This payment was the amount estimated in a letter from this office on 2011-06-17.

We look forward to your timely response in this matter. The original request is below.

Please note our updated address.

Best,

Michael Morisy
On behalf of Nathaniel Beaudoin

===Original Request===

To Whom It May Concern:

Pursuant to the state Freedom of Information Act, G.L.M. c.4, §7, clause 26th, I hereby request the following records:

1. The total amount spent on advertising and any marketing activities for FY 2009 and FY 2010.
2. A breakdown of advertising expenditures, including but not limited to the amount spent on television advertising, radio advertising, print advertising, point of sale advertising, internet advertising, direct mail, and free tickets/coupons for FY 2009 and FY 2010.
3. Copies (preferably in digital form) of all ads used for television advertising, radio